

Rep Order# 8801440 Ver# 15 Mod# 5 Status Confirmed
EC'd Yes

Traffic Order# 35816

Printed: 10/09/2012 6:47 PM

1 of 6

Last Received: 10/08/2012 7:54 AM
Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS
Advertiser () HECK, JOE
Product HECK/CONGRESS/REP
Estimate#
Buyer WHITNEYEVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E
Flight Dates 10/01/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	500A-600A		:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
				Buyline Comment: NEWS								
	2	M-F	500A-600A		:30	\$790.00	10/29-11/02	5	1	5	\$3,950.00	
				Buyline Comment: NEWS								
	3	M-TU	500A-600A		:30	\$790.00	11/05-11/06	2	1	2	\$1,580.00	
				Buyline Comment: NEWS								
	4	W-F	600A-700A		:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	5	M-F	600A-700A		:30	\$965.00	10/29-11/02	5	1	5	\$4,825.00	
				Buyline Comment: NEWS								
	6	M-TU	600A-700A		:30	\$965.00	11/05-11/06	2	1	2	\$1,930.00	
				Buyline Comment: NEWS								
	7	W-F	700A-900A		:30	\$200.00	10/17-10/19	3	1	3	\$600.00	
				Buyline Comment: EARLY SHOW								
	8	M-F	700A-900A		:30	\$700.00	10/29-11/02	5	1	5	\$3,500.00	
				Buyline Comment: EARLY SHOW								

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	9	M-TU	700A-900A		:30	\$700.00	11/05-11/06	2	1	2	\$1,400.00	
				Buyline Comment: EARLY SHOW								
	10	W-F	1000A-1100A		:30	\$1,575.00	10/17-10/19	2	1	2	\$3,150.00	
				Buyline Comment: PRICE IS RIGHT								
	11	M-F	1000A-1100A		:30	\$1,575.00	10/22-11/02	2	2	4	\$6,300.00	
				Buyline Comment: PRICE IS RIGHT								
	12	M	1000A-1100A		:30	\$1,575.00	11/05-11/05	1	1	1	\$1,575.00	
				Buyline Comment: PRICE IS RIGHT								
	13	W-F	1200P-1230P		:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	14	M-F	1200P-1230P		:30	\$275.00	10/22-11/02	5	2	10	\$2,750.00	
				Buyline Comment: NEWS								
	15	M	1200P-1230P		:30	\$1,140.00	11/05-11/05	1	1	1	\$1,140.00	
				Buyline Comment: NEWS								
	16	W-F	430P-500P		:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	17	M-F	430P-500P		:30	\$1,575.00	10/29-11/02	5	1	5	\$7,875.00	
				Buyline Comment: NEWS								
	18	M	430P-500P		:30	\$1,575.00	11/05-11/05	1	1	1	\$1,575.00	
				Buyline Comment: NEWS								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	19	W-F	500P-630P		:30	\$400.00	10/17-10/19	4	1	4	\$1,600.00	
				Buyline Comment: NEWS								
	20	M-F	500P-630P		:30	\$1,750.00	10/29-11/02	6	1	6	\$10,500.00	
				Buyline Comment: NEWS								
	21	M	500P-630P		:30	\$1,750.00	11/05-11/05	3	1	3	\$5,250.00	
				Buyline Comment: NEWS								
	22	W-F	700P-730P		:30	\$350.00	10/17-10/19	3	1	3	\$1,050.00	
				Buyline Comment: ENTERTAINMENT TONIGHT								
	23	M-F	700P-730P		:30	\$1,225.00	10/29-11/02	5	1	5	\$6,125.00	
				Buyline Comment: ENTERTAINMENT TONIGHT								
	24	M	700P-730P		:30	\$1,225.00	11/05-11/05	1	1	1	\$1,225.00	
				Buyline Comment: ENTERTAINMENT TONIGHT								
	25	W-F	730P-800P		:30	\$350.00	10/17-10/19	3	1	3	\$1,050.00	
				Buyline Comment: INSIDER								
	26	M-F	730P-800P		:30	\$1,225.00	10/29-11/02	5	1	5	\$6,125.00	
				Buyline Comment: INSIDER								
	27	M	730P-800P		:30	\$1,225.00	11/05-11/05	1	1	1	\$1,225.00	
				Buyline Comment: INSIDER								
	28	W-F	1100P-1135P		:30	\$600.00	10/17-10/19	3	1	3	\$1,800.00	
				Buyline Comment: NEWS								
	29	M-F	1100P-1135P		:30	\$2,100.00	10/29-11/02	5	1	5	\$10,500.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	30	M	1100P-1135P		:30	\$2,100.00	11/05-11/05	1	1	1	\$2,100.00	
				Buyline Comment: NEWS								
	31	W-F	1135P-1237A		:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								
	32	M-F	1135P-1237A		:30	\$965.00	10/29-11/02	5	1	5	\$4,825.00	
				Buyline Comment: LETTERMAN								
	33	M	1135P-1237A		:30	\$965.00	11/05-11/05	1	1	1	\$965.00	
				Buyline Comment: LETTERMAN								
	34	SA	500A-70CA		:30	\$335.00	10/20-10/27	1	2	2	\$670.00	
				Buyline Comment: SATURDAY EARLY SHOW								
	35	SA	500A-70CA		:30	\$335.00	11/03-11/03	1	1	1	\$335.00	
				Buyline Comment: SATURDAY EARLY SHOW								
	36	SU	600A-63CA		:30	\$150.00	10/21-10/28	1	2	2	\$300.00	
				Buyline Comment: NEWS								
	37	SU	600A-63CA		:30	\$525.00	11/04-11/04	1	1	1	\$525.00	
				Buyline Comment: NEWS								
	38	SU	630A-80CA		:30	\$1,225.00	10/21-10/28	1	2	2	\$2,450.00	
				Buyline Comment: CBS SUNDAY AM								
	39	SU	630A-80CA		:30	\$1,225.00	11/04-11/04	1	1	1	\$1,225.00	
				Buyline Comment: CBS SUNDAY AM								
	40	SU	830A-93CA		:30	\$1,400.00	10/21-10/28	1	2	2	\$2,800.00	
				Buyline Comment: FACE THE NATION								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	41	SU	830A-930A		:30	\$1,400.00	11/04-11/04	1	1	1	\$1,400.00	
				Buyline Comment: FACE THE NATION								
	42	SA-SU	1100P-1135P		:30	\$400.00	10/20-10/28	2	2	4	\$1,600.00	
				Buyline Comment: NEWS								
	43	SA-SU	1100P-1135P		:30	\$1,225.00	11/03-11/04	2	1	2	\$2,450.00	
				Buyline Comment: NEWS								
	44	M-F	500A-600A		:30	\$790.00	10/08-10/12	0	0	0	\$0.00	
				Buyline Comment: NEWS								
	45	SA	500A-700A		:30	\$335.00	10/27-10/27	1	1	1	\$335.00	
				Buyline Comment: SA WEEKLY								
	46	M-F	500A-600A		:30	\$225.00	10/22-10/26	5	1	5	\$1,125.00	
				Buyline Comment: NEWS								
	47	M-F	600A-700A		:30	\$275.00	10/22-10/26	5	1	5	\$1,375.00	
				Buyline Comment: NEWS								
	48	M-F	700A-900A		:30	\$200.00	10/22-10/26	5	1	5	\$1,000.00	
				Buyline Comment: EARLY SHOW								
	49	M-F	430P-500P		:30	\$450.00	10/22-10/26	5	1	5	\$2,250.00	
				Buyline Comment: NEWS								
	50	M-F	500P-630P		:30	\$400.00	10/22-10/26	6	1	6	\$2,400.00	
				Buyline Comment: NEWS								
	51	M-F	700P-730P		:30	\$350.00	10/22-10/26	5	1	5	\$1,750.00	
				Buyline Comment: ET								

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	52	M-F	730P-800P		:30	\$350.00	10/22-10/26	5	1	5	\$1,750.00	
				Buyline Comment: INSIDER								
	53	M-F	1100P-1135P		:30	\$600.00	10/22-10/26	5	1	5	\$3,000.00	
				Buyline Comment: NEWS								
	54	M-F	1135P-1235A		:30	\$275.00	10/22-10/26	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								

—REPORT TOTALS—

Report Totals: 172 / \$130,555.00

—SALES MONTHLY TOTALS—

Oct 12: 97 / \$41,905.00 Nov 12: 75 / \$88,650.00

Sales Totals: 172 / \$130,555.00

Station Totals: 172 / \$130,555.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$435,183	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+